



City of Atlanta – Bureau of Planning **Martin Luther King, Jr. Drive Corridor Study**

Public Meetings



March 2005

Discussion Outline


- Background/Purpose of Study
- Summary from 1-28-05 Community Charette
- Overview of Market Analysis
- 'Quality of Life' Zoning Overview
- Transportation Scenario Development Process
- Break-Out Session
- Wrap-Up (Next Steps)





Background of Study

- Purpose is to Identify Strategies that
 - Provide Mobility Throughout the Entire Corridor
 - Incorporate a Full Range of Multi-Modal Transportation Options
 - Are Consistent with New Regional Transportation Initiatives (i.e., West Line Extension, Bus Rapid Transit, etc.)
 - Are Realistic, Feasible and Able to Implement

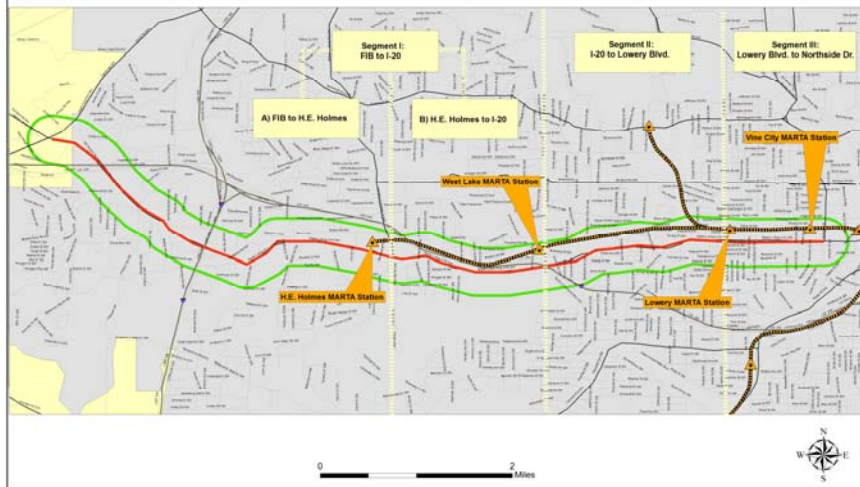


Background of Study

- Limits of the Corridor - *Northside Drive to Fulton Industrial Boulevard -1/4 Mile on Each Side of Corridor)*
- Breakdown into 3 Segments/Character Areas (*see map*)



Martin Luther King, Jr. Dr. Corridor Study



Limits of the Corridor - Northside Drive to Fulton Industrial Boulevard -1/4 Mile on Each Side of Corridor)

Background of Study

- Coordination with and Consideration of the Goals and Recommendations of Other Plans and Studies in the Corridor (*H.E. Holmes Study, West Side Village, Vine City Plan, etc.*)
- Potential for LCI Funding
- Coordination with Regional Agencies (ARC, GRTA, etc) Throughout Study Process



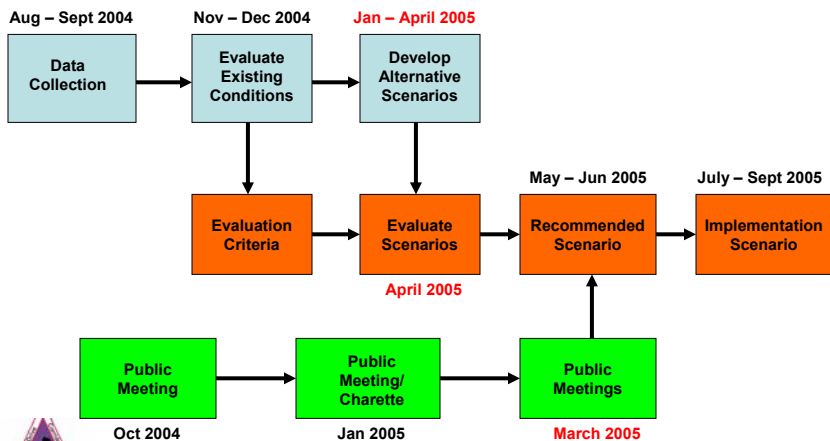
Background of Study

The Study Process has consisted of:

- **August – September 2004**
 - Collection of Data & Base Information
 - Interview of Stakeholders
 - Establish an Advisory Committee
- **October 2004 – November 2004**
 - Collection of Data & Base Information
 - Advisory Committee Meetings
 - 1st Public Meeting (Kick-off Meeting)
- **December 2004 – January 2005**
 - Evaluate Existing Transportation & Land Use Facilities
 - Advisory Committee Meetings
 - Held Community Charette
 - Initiated Market Analysis
- **February 2005 – Present**
 - Develop Scenario Framework
 - Coordinate with City Staff & Community



Study Process



TRANSPORTATION THEMES

- **Accommodate Pedestrians / Bicycles**

- Crosswalks
- Sidewalks
- Multi-Use Trails
- Paving/Lighting



William Smith Association

TRANSPORTATION THEMES

- **Expand Transit**
 - Bus Rapid Transit
 - Rapid Rail
 - Transit Shelters
 - Transit Oriented Development



William Smith Association

TRANSPORTATION THEMES

- Improve Roadway
 - Landscaped Median
 - Traffic Calming
 - Intersections / Traffic Signals
 - Road Widening



LAND USE THEMES

- **Preserve**
 - Historic Neighborhoods
 - Parks/Greenspace
- **Create**
 - Mixed Use Development
 - Office/Retail
 - Residential/Retail



LAND USE THEMES

- **Create**

- Commercial Development
 - Retail (Low Density)
 - Retail (High Density)
 - Restaurant / Outdoor Café



Willamette Valley Association

URBAN DESIGN THEMES

- Define streets and public spaces as shared use
- Link architecture to surroundings
 - Make setbacks consistent
 - Redevelop vacant/blighted areas
- Provide a clear sense of location
 - Markers / Gateways



Willamette Valley Association

HOUSING THEMES

- **Add**
 - Residential Single-Family Homes
 - Town Homes
- **Improve Existing Structures**
 - Older apartment buildings



Overview of Market Analysis

What is a Market Analysis?

- The study of economic, demographic and other factors made to determine supply and demand, market trends and other factors important to a specific geographic area.



Overview of Market Analysis

Key Findings

- Pockets of neighborhoods in western area with average and median housing values below those for the City of Atlanta.
- Residents must leave the area for goods and services. No incentive for non residents to visit area.
- No significant employment base.
- Large retail trade potential for automotive dealers, eating and drinking places, food stores, and general merchandise stores.



Overview of Market Analysis

Inventory of Facilities and Properties

- MARTA Stations: H.E. Holmes Station
- Residential Neighborhoods
- Shopping Centers:
 - Gordon Plaza
 - Collier Heights Plaza
 - Hightower Station
 - West Ridge Shopping Center



Overview of Market Analysis

Assessment of Demographics

2000 Population by Age Range Comparison		
	Ages 25 - 34	Ages 25 - 44
MLK Study Area	13.44%	13.28%
City of Atlanta	19.71%	15.52%
Atlanta MSA	17.64%	17.82%

2000 Median Household Income	
MLK Study Area	\$24,514
Census Tract 78.05	\$35,946
Census Tract 78.06	\$33,399
Census Tract 81.02	\$30,921
Census Tract 82.01	\$35,831
City of Atlanta	\$34,824
Atlanta MSA	\$52,830



Overview of Market Analysis

Median Housing Values

	Boundary	2000 Census	2004 Estimate	2009 Projection
H.E. Holmes MARTA Station	1/2 mile radius	\$77,642	\$96,629	\$111,559
Lynhurst Drive	3 mile radius	\$89,752	\$116,903	\$126,633
I-285	3 mile radius	\$82,248	\$102,957	\$116,590
Fairburn Road	3 mile radius	\$77,992	\$95,359	\$107,464
Fulton Industrial Blvd.	5 mile radius	\$86,410	\$108,755	\$121,289
Census Tract 78.05	Census Tract	\$87,929	\$106,429	\$119,178
Census Tract 81.02	Census Tract	\$97,773	\$131,536	\$136,230
Census Tract 82.01	Census Tract	\$84,428	\$103,895	\$118,392
City of Atlanta	City Boundaries	\$144,185	\$180,352	\$206,488
Atlanta MSA	20 County Area	\$133,385	\$162,468	\$185,158





Overview of Market Analysis

Assessment of Demographics

- Important factors for market potential of the study area
 - Higher incomes are needed to support development
 - The 25 – 44 age range generally represents a working segment with the highest amount of disposable income.

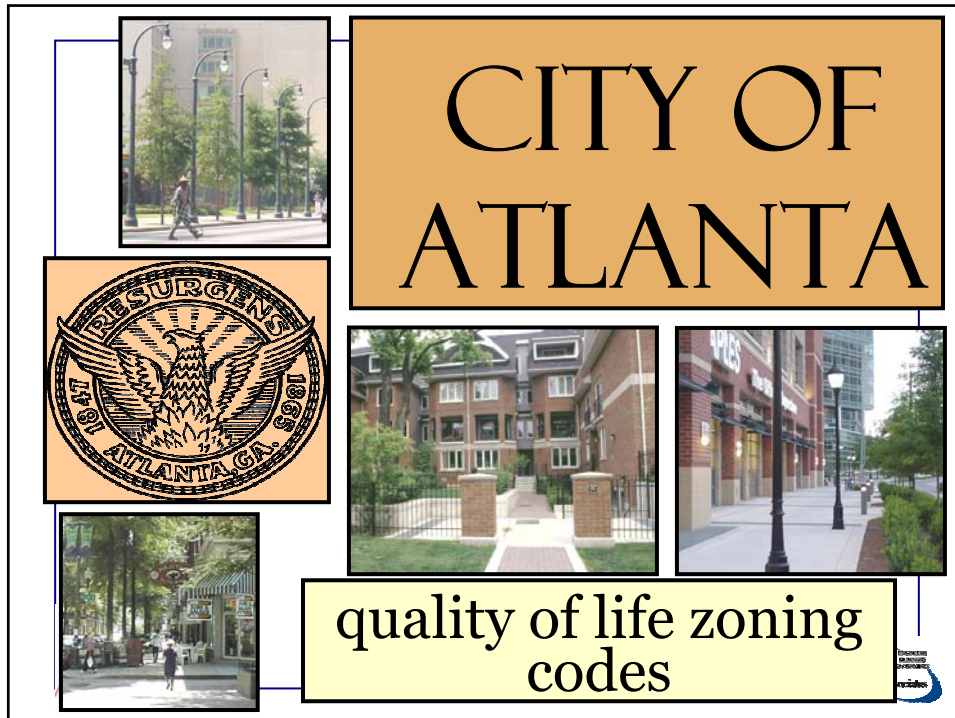


Overview of Market Analysis

Assessment of Potential Target Markets

- Community supports targeting full service national brand restaurants.
- Retailers: National brands of food stores, general merchandise and entertainment venues show greatest potential.
- Continue support of existing businesses
- Niche marketing – promote minority owned business, community based themes including the university community.
- Commercial / Industrial - health services bases extension of utilities and government services oriented around transit stations.
- Target entertainment venues, music and arts





CITY OF ATLANTA



quality of life zoning codes

City of Atlanta

CONVENTIONAL ZONING

PERPETUATES A DISINTEGRATING QUALITY OF LIFE

- *Encourages auto-oriented sprawl*
- *Disrupts the urban fabric*
- *Creates visual blight*
- *Produces an environment hostile to pedestrians*
- *Fails to protect neighborhood serving uses*
- *Supports mono-use development*
- *Perpetuates poor or missing sidewalk infrastructure*
- *Minimizes transportation options*
- *Contributes to increased traffic congestion and decline of air quality*
- *Does not address appropriate land uses and building scale*
- *Is not compatible with recommendations from neighborhood studies and redevelopment plans*

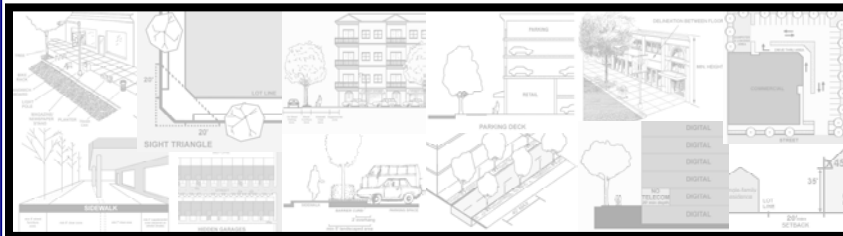
Quality of Life Zoning: Goals and Intent

- *Improve the aesthetics of the built environment*
- *Facilitate safe, pleasant, and convenient pedestrian circulation*
- *Maximize pedestrian amenities, including open spaces, public art and public signage*
- *Transition between densities to reinforce visual continuity, linkages, and existing street patterns*
- *Provide multi-family housing that does not detract from adjacent single-family housing*
- *Prevent encroachment of incompatible commercial uses and parking into neighborhoods*
- *Encourage a compatible mixture of residential and commercial uses*
- *Encourage community oriented retail uses*



City of Atlanta New Quality of Life Design Policies

City of Atlanta
October 2003



Neighborhood
Commercial



Live-Work



Mixed Residential-
Commercial



Multi-Family
Residential

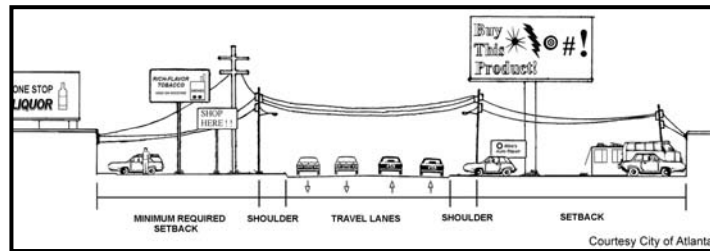


New SPUs

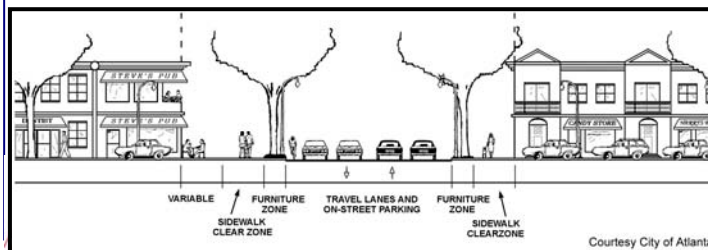
City of Atlanta New Quality of Life Zoning Codes



Existing Typical Streetscape

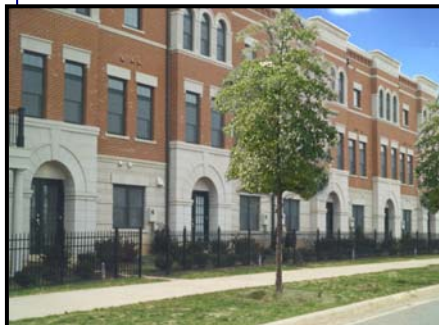


Proposed Streetscape



BUILDING ENTRANCES

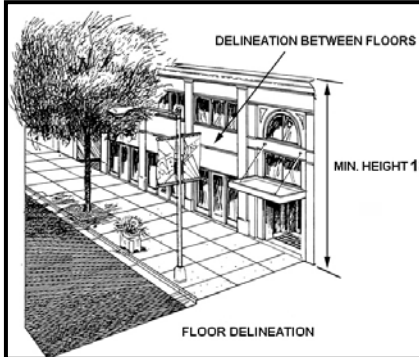
- Face and be visible from the street
- Directly accessible from the public sidewalk
- Open directly onto the adjacent public sidewalk, supplemental zone or an outdoor dining area or plaza
- Provide individual entrances when there are more than 4 ground floor residential units



quality of life zoning codes

BUILDING HEIGHT & FLOOR DELINEATION

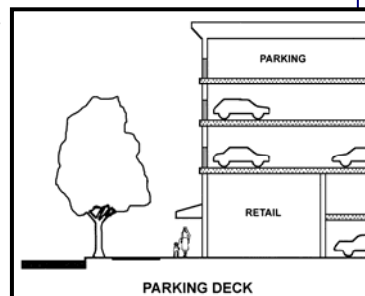
- Minimum façade height is 18 feet
- Belt courses, cornice lines or similar architectural detailing delineate buildings for the first three building floors



quality of life zoning codes

PARKING DECKS

- Provide continuous street-fronting ground-level commercial, office or residential uses
- Designed to conceal automobiles from visibility
- Have the appearance of a horizontal storied building



quality of life zoning codes

Quality of Life Zoning Districts

Neighborhood Commercial

Special Public Interest (SPI)



Live Work



Mixed Residential-Commercial



Multi-Family Residential



CODES: PROPOSED & CURRENT



Neighborhood Commercial → C1, C2



Live-Work → I1, I2, C1



Mixed Residential-Commercial → C1, C2, C3



Multi-Family → RG

Scenario Development Process – An Overview

- Classified Public Work Shop Results (Maps/Discussion)
- Formulated Preliminary Scenarios (Based on Workshops)
- Analyzed Results for Completeness/Comprehensiveness
- Drafted Scenarios to Accomplish Study Goals & Objectives
- Sorted Workshop Strategy Suggestions by Scenario
- Analyzed Results for Coverage and Comprehensiveness
- Added Strategies from Other Results
- Reviewed Framework with City Staff
- Modified Based on Staff/Community Direction



Scenario Development Process - Continued

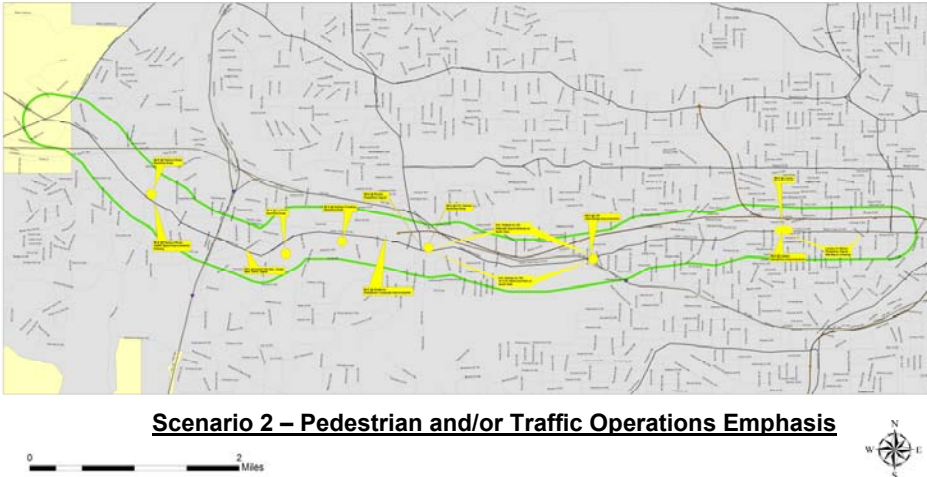
Four Initial Scenarios:

- 1) Existing Conditions/No-Build
- 2) Pedestrian/Traffic Operations Emphasis
 - 'Quick Fix' or Short-Term Projects and Improvements
 - Less Costly
- 3) Roadway Emphasis
 - Long-Term Improvement and More Costly
 - GDOT Coordination
- 4) Transit Emphasis
 - Transit-Related Improvements/Projects
 - Intermediate Time Frame
 - Coordinate with Transit Providers



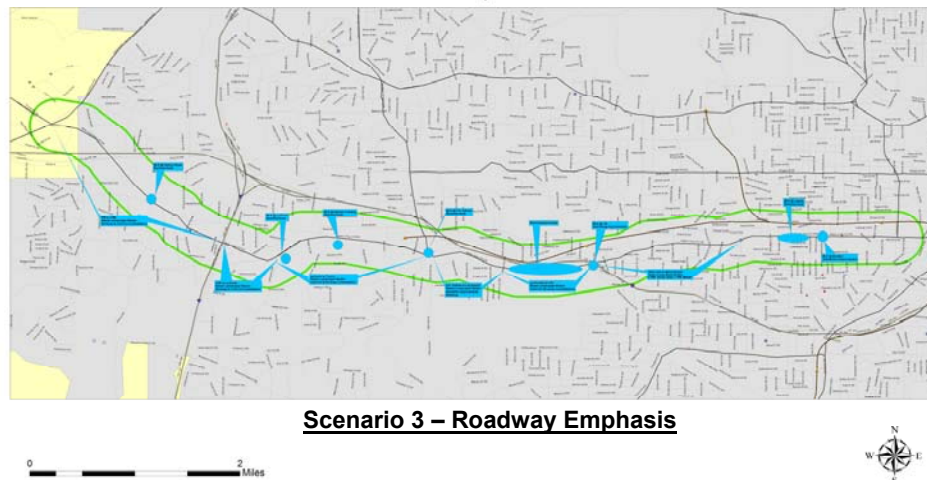
Scenario Development Process - Continued

Martin Luther King, Jr. Dr. Corridor Study:
Scenario 2 Improvements



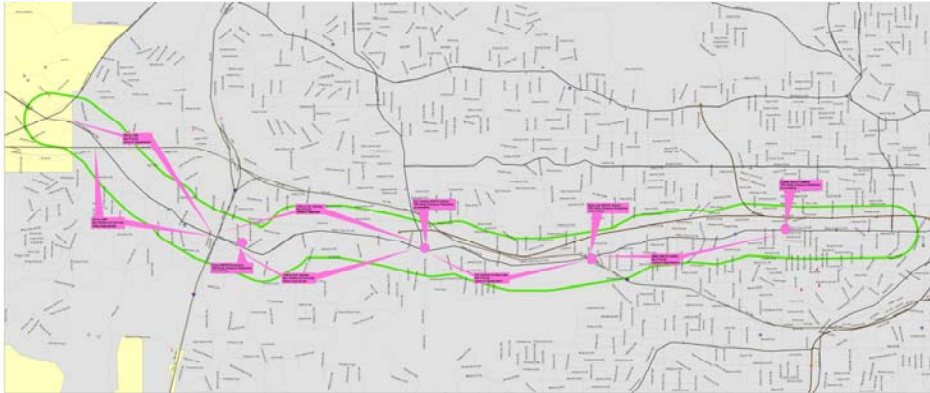
Scenario Development Process - Continued

Martin Luther King, Jr. Dr. Corridor Study:
Scenario 3 Improvements



Scenario Development Process - Continued

Martin Luther King, Jr. Dr. Corridor Study:
Scenario 4 Improvements



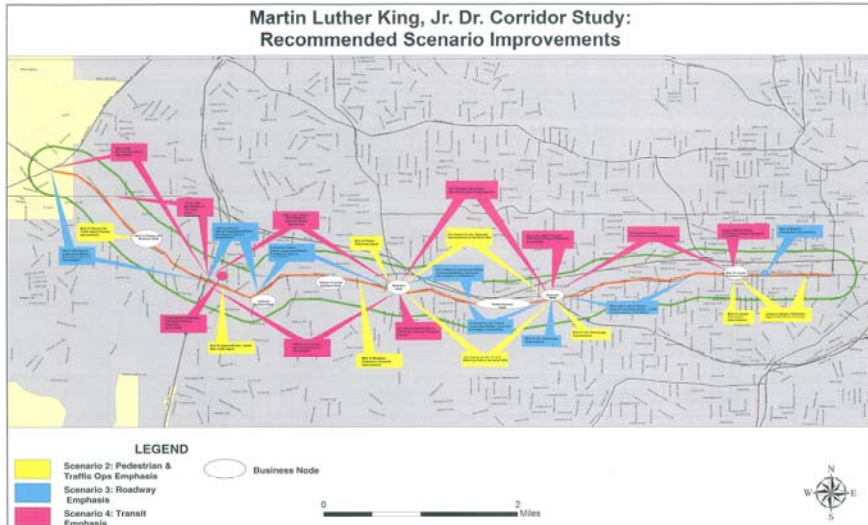
Scenario 4 – Transit Emphasis

0 2 Miles



Scenario Development Process - Continued

Martin Luther King, Jr. Dr. Corridor Study:
Recommended Scenario Improvements



Scenario Development Process - Continued

Legend
Red = District 12-17
Purple = MLK Community
Blue = WSA Project Team
Green = ARC 2030 RTP

Workshop Group Analysis
Task 3 – Scenario Framework
MLK Jr. Drive Corridor Study

Scenario	Transportation Scenarios	Segment I A) FID to H.E. Holmes	Segment I B) H.E. Holmes to I-20	Segment II I-20 to Lowery	Segment III Lowery to Northside Drive	Land User Development Criteria	Urban Design Description
1	Existing Conditions						
2	Post-Accom/Traffic Ops/Transit Services	1) Traffic Signal at Adamsville Rd. Corridor 2) Sidewalk Improvements 3) Crosswalk Improvements 4) Pedestrian Signals at Crosswalks 5) Bus Shelters 6) Pedestrian Access to H.E. Holmes MARTA Station	1) Sidewalk Improvements 2) Crosswalk Improvements 3) Pedestrian Signals at Crosswalks 4) Bus Shelters 5) Intersection Improvements (Signals) 6) Multi-Use Trail 7) Pedestrian Access to West Lake MARTA Station	1) Sidewalk Improvements 2) Bus Shelters 3) Pedestrian Access to Lowery MARTA Station	1) Sidewalk Improvements 2) Mid-Block Crossings 3) Pedestrian Signals 4) Bus Shelters 5) Intersection Improvements (Signals)	Vacant Space & Random Redevelopment	
3	Roadway Emphasis	1) Roadway Lane/Shoulder Widening 2) Left Curb Cuts (One Per Development)	1) Left Curb Cuts (One Per Development) 2) Roadway Lane/Shoulder Widening 3) Roadway Lane/Shoulder Widening 4) Roadway Lane/Shoulder Widening 5) Roadway Lane/Shoulder Widening	1) Traffic Calming 2) Roadway Lane/Shoulder Widening 3) Roadway Lane/Shoulder Widening 4) Roadway Lane/Shoulder Widening 5) Roadway Lane/Shoulder Widening	1) Intersection Improvements	Planned Redevelopment Along MLK Corridor	Business Nodes @ MLK @ Lowery, MLK @ H.E. Holmes, MLK @ Lyndon, MLK @ Parkview
4	Transit Emphasis	1) Bus Pre-emption Signals 2) Bus Pull-Outs	1) Bus Pre-emption Signals 2) Bus Pull-Outs	1) Coordination with MARTA Bus Line Study 2) Bus Pull-Outs	1) Bus Pull-Outs	Planned Redevelopment Focused at Transit Nodes/MARTA Stations	Transit Nodes @ Lowery Station, H.E. Holmes Station
Scenario Enhancements							
(S)	Safety/Security & Crime Prevention	1) Roadway Lighting 2) Camera Surveillance	1) Roadway Lighting 2) Camera Surveillance	1) Roadway Lighting 2) Camera Surveillance	1) Roadway Lighting 2) Camera Surveillance		
(G)	Gateway Design/Signage - Roadside - Transit	1) Gateway/Landmark for FID/Adamsville Community 2) Gateway/Landmark @ I-20	1) West Lake MARTA Station	1) Gateway/MLK Gateway 2) Lowery MLK Gateway	1) Gateway/Landmark for the ADC area		
(SM)	Trail Routes/Signage	1) Trail Routes/Signage	1) Trail Routes/Signage	1) Trail Routes/Signage	1) Trail Routes/Signage		
(O)	Open Space/Parks	1) Public Art in Open Space 2) Location of Open Space	1) Public Art in Open Space 2) Location of Open Space	1) Public Art in Open Space 2) Enhancement of Public Parks/Open Space	1) Public Art in Open Space 2) Location of Open Space		
(M)	MLK Jr. Memorial to African American Heritage					Social Mile Triangles Theme with ideas for 10 to 12 historical monuments commemorating A.A. experience in America	

Breakout Dialogue/Session

Instructions:



Wrap-Up

Next Steps

- Continue to Coordinate with City Staff & Advisory Committee
- Prepare for Upcoming Public Meetings (May 2005)
 - Evaluate Alternative Scenarios for Qualitative and Quantitative Assessment
 - Coordinate with GDOT & MARTA to Refine Scenario Development for Regional Consistency
 - Continue to Refine Zoning & Land Use Analysis & Overview
 - Post Displays & Correspondence on City Web Site

